

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

June 7, 1996

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

**AUGUST MONTHLY PROMOTION (#600908): DORAL B2GF TIN W/MATCHES**

Dear Paul:

We have placed orders (regular product) as listed to cover your August 1996 automatic monthly display shipment to your participating retail accounts. 1,069 SKUs of Doral Tins w/Matches (item #508304) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>Doral Style</u>	<u>#/ Cases</u>
12300-15312	FF 100 (12M)	<u>36</u>
12300-15212	Lt 100 (12M)	<u>36</u>
12300-84006	FF Box (6M)	<u>72</u>
12300-84106	Lt Box (6M)	<u>72</u>

All additional pertinent promotional information is listed below:

<u>Product Arrival:</u>	<u>July 15, 1996</u>
<u>Premium Arrival:</u>	<u>July 18, 1996</u>
<u>Ship Date to Retail:</u>	<u>August 5, 1996</u>

<u>SKU CUBE:</u>	1.2760
<u>SKU WT (w/o Product):</u>	11.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Savings Cartons
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EFT \$ Amount:

~~\$75,745.56~~

Revised \$ Amount  
76,436.94 per  
Kathy H. 7/3/96

51862 0312

Doral B2GFP

**Promotion Description:** Utilize self-contained shipper. Shipper contains Doral Tins w/Matches. One carton each style; *Doral FF Box / FF 100 / Lt Box / Lt 100*, should be loaded into each shipper display and sent to retail. Consumer purchases two (2) packs of Doral and receives a free Doral Tin w/Matches.

**IMPORTANT NOTE:** *THREE (3) SHIPPER DISPLAYS SHOULD BE SENT TO COUNTRY FAIR LOCATIONS FOR THIS PROMOTION. (SEE ATTACHED CIGARETTE DISPLAYS BY STATE)*

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$4,032.00 (144 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

/jc

cc: DK / SS: RJR

LEM: RJR

R. Moore: McLane

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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